

# Wooden Toys Global Market Report 2025: Turnover To Reach \$36.65 Billion

*The Business Research Company's  
Wooden Toys Global Market Report 2025  
– Market Size, Trends, And Global  
Forecast 2025-2034*

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KINGDOM, May 23, 2025

/EINPresswire.com/ -- The Business  
Research Company's Latest Report

Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034.

The logo for The Business Research Company, featuring the company name in a serif font and a stylized bar chart with three bars of increasing height to the right. The text "Wooden Toys Global Market Report 2025" is positioned below the chart.

The Business  
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Wooden Toys Global Market Report 2025

The [wooden toys market size](#) has grown strongly in recent years. It will grow from \$27.24 billion in 2024 to \$28.96 billion in 2025 at a compound annual growth rate CAGR of 6.3%. The growth in the historic period can be attributed to a shift towards eco-friendly products, rising disposable income, educational benefits, quality and durability, cultural and traditional appeal, parental concerns, and retail expansion.

What Does the Future Hold for the [Wooden Toys Market?](#)

The wooden toys market size is expected to see strong growth in the next few years. It will grow to \$36.65 billion in 2029 at a compound annual growth rate CAGR of 6.1%. The growth in the forecast period can be attributed to adoption of sustainable practices, growth in digital integration, a rise in parental education focus, expansion in emerging markets, innovation in distribution channels, customization and personalization, and evolution in design trends. Major trends in the forecast period include technological integration, innovative designs, customization and personalization, sustainability initiatives, augmented reality AR and virtual reality VR, collaborations and licensing, and direct-to-consumer models.

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What's Driving the Wooden Toys Market?

The rise in kindergarten and preschool enrollments is expected to propel the growth of the wooden toy market going forward. Kindergarten and preschool enrollments refer to the number of children registered and attending early childhood education programs, which provide

foundational learning experiences before formal primary education. The growing admissions in preschool and kindergarten programs are driven by increased parental awareness of early education benefits, economic factors, and supportive government policies. Additionally, the rising participation of working parents, improved educational programs, and urbanization contribute to the higher demand for early childhood education. Wooden toys are needed in preschools and early childhood education centers for their educational benefits, including enhancing fine motor skills, cognitive development, and creative play while also providing durability and safety for frequent use by young children.

Who are the Major Players in the Wooden Toys Market?

Major companies operating in the wooden toys market are Hasbro Inc., Melissa and Doug LLC, Tegu LLC, Wonderworld Toys Co. Ltd., KidKraft LP, Plantoys Inc, Guidecraft USA Inc., BRIO AB, Manhattan Toy LLC, Voila Co. Ltd., Bella Luna Toys, Maple Landmark, Uncle Goose Inc., Hape International Ltd., Le Toy Van Ltd., Brown Wood Inc., Bigjigs Toys Ltd., Grimm's Spiel und Holz Design GmbH, Maxim Enterprise Inc., Ostheimer Holzspielzeug GmbH, Tender Leaf Toys Ltd., Vilac SA, Oskar's Wooden Ark, Egmont Toys, Juratoys Us Corp, Roy Toy Manufacturing, BAJO wooden toys, Lanka Kade Ltd.

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What is the Latest Trend in the Wooden Toys Market?

Major companies operating in the wooden toys market are focusing on developing products, such as premium preschool toys, to meet growing consumer demand for sustainable, durable, and educational play options. Premium preschool toys are high-quality, meticulously crafted products designed for young children, emphasizing safety, durability, and educational value through non-toxic, eco-friendly materials and innovative designs.

How is the Wooden Toys Market Diversified?

The wooden toys market covered in this report is segmented –

- 1 By Product: Construction Sets, Dolls, Miniatures, Vehicles, Collectibles, Physical Activity, Puzzles, Other Products
- 2 By Wood Type: Softwood, Hardwood
- 3 By Age Group: Infant, Toddlers, Preschoolers, Older Children, Other Age Groups
- 4 By Distribution Channel: Supermarkets And Hypermarkets, Convenience Stores, Online, Other Distribution Channels

Subsegments:

- 1 By Construction Sets: Building Blocks, Stacking Toys, Interlocking Sets
- 2 By Dolls: Wooden Dollhouses, Animal Figures, Character Dolls
- 3 By Miniatures: Dollhouse Furniture, Playsets, Small-Scale Models

What are the regional insights into the wooden toys market?

Asia-Pacific was the largest region in the wooden toys market in 2024. The regions covered in the wooden toys market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa.

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